



International Business 3298
Case Analysis and Presentation
Spring 2018
Version 1/13/18

Course Instructor: Dr. Joseph Rottman rottman@umsl.edu
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Note: When communicating with me, please be sure to indicate your team number.

Course Description: This course will prepare teams of students to analyze, synthesize and present a proposed multifaceted solution to a business problem. Each year successful students may be invited to compete in domestic or international case competitions, such as the UMSL International Business Case Competition. Through the use of cross-disciplinary cases (Management, Finance, International Business, Accounting, Information Systems, Marketing), students working in cross functional teams will increase their ability to successfully function in team roles, analytical abilities, improve their writing and presentation skills and learn to think more strategically and analytically. Student teams will compete as they solve several cases throughout the semester. Employer surveys indicate that while students have topical course knowledge, experience in applying that knowledge to concrete problems would better prepare students for success in early career roles.

Course Instructor: Dr. Joseph Rottman is the Director of the International Business Institute, Department Chair, Global Leadership and Management and Professor of Information Systems at the University of Missouri-St. Louis. He is also a past Research Fellow in the Chinese Academy of Social Sciences and the Center for International Studies. He earned his Doctor of Science in Information Management from Washington University in St. Louis. He has conducted research and spoken internationally on global sourcing, innovation diffusion and public-sector IT. He has conducted case studies in over 40 firms and has been engaged by Fortune 500 firms to analyze and improve their offshore strategies. He has published three books and over 25 articles and book chapters. His publications have appeared in Sloan Management Review, MIS Quarterly Executive, Information Systems Frontiers, Strategic Outsourcing: An International Journal, IEEE Computer, the Journal of Information Technology, the American Review of Public Administration and Information and Management and leading practitioner outlets such as CIO Insight and the Cutter Consortium. He is a past recipient of the Anheuser-Busch Excellence in Teaching award, and is on the editorial board of MIS Quarterly Executive.

Prerequisites: Same as Honors 3030 and Management 3698
Instructor Consent Required

Text: Various cases and Web resources

Important note: As this is an experimental course being offered for the third time, the schedule and content of the class is likely to evolve. I will make every attempt to give you as much notice as possible of any changes. Expect the unexpected.

Grades:	10% Active class participation and exercises	100 Points
	10% Positive and constructive critiques of case analyses	100 Points
	80% Analysis and presentation of Business cases	800 Points
	Total	1000 Points

Expectations:

- This course will involve significant instructor and classmate feedback on your analysis and presentation skills. It is expected that this feedback will be delivered with a constructive and professional attitude and be received with professionalism and a desire to improve your professional skillset.
- Students are expected to actively contribute to class discussions and participate in exercises.

- Late assignments will not be accepted except in the case of a documented medical emergency.
- Think of this course as a sports camp: soccer/baseball/football etc. We are all players and we are all coaches. Some players will be cut from the Varsity team.
- **Show up, show up ready, show up ready to work**
- **Please set all phones to vibrate each class period.**

Academic Honesty: Students are expected to adhere to the University of Missouri’s policy on Academic Honesty.

Mandatory Reporting: Under Title IX, all UMSL faculty, staff, and administrators (with limited exception) are obligated to report any incidents of sexual harassment, sexual misconduct, sexual assault, or gender discrimination to the Student Affairs office and/or other University officials. This ensures that all parties are protected from further abuses and that victim(s) are supported by trained counselors and professionals. Note: There are several offices at UMSL (e.g., Counseling Services, Health Services, Community Psychological Service, Center for Trauma Recovery, and Student Social Services) whose staff are exempt from Title IX mandated reporting, when the information is learned in the course of a confidential communication.

Tentative Class Schedule

Approximate Date	Agenda	READ/DO/PREPARE
1/16/18	Introduction, Syllabus and course overview	
1/23/18	Frameworks and Case 1 Discussed and Assigned	Read and be ready to discuss all of the frameworks, except Rogers
1/30/18	Case 1 Presented and Critiqued	
2/6/18	Case 2 Discussed and Assigned.	
2/13/18	Case 2 Presented and discussed	
2/20/18	TBD	
2/27/18	Case 3 Discussed and Assigned	
3/6/18	Case 3 Presented and Critiqued	
3/13/18	Case 4 Discussed and Assigned	
3/20/18	Case 4 Presented and Critiqued Competition Team Assigned	
3/27/18	UMSL – Spring Break	
4/3/18	TBD	
<u>4/6-7/18</u>	<u>UMSL CASE COMPETITION</u>	
4/10/18	Out of class exercises	
4/17/18	Out of class exercises	
4/24/18	TBD	
5/1/18	TBD	
5/8/18	TBD	

"No one can education you. You must talk, you must read, you must build, you must listen. Merely being present as someone else tries to pour something into you does not mean that you are learning. You must be actively engaged (Schanker, 1990)."